



# PORT COMMERCE PROGRAM

THE  
PORT OF NEW YORK  
AUTHORITY

# PORT COMMERCE DIVISION

Clifford B. O'Hara, *Chief*  
Port Commerce Division

In addition to The Port of New York Authority's responsibility to provide for transportation and terminal facilities in the port area, under the terms of the Port Compact of 1921, the bi-state agency was also given the important job of promoting and protecting the commerce of the New York-New Jersey Port.

The Port Authority's Port Commerce Division at its New York headquarters, and its seven regional Trade Development Offices are charged with this responsibility. In order to meet the competition of other United States ports and forestall attempts to impose further artificial handicaps on port commerce, this division carries out an extensive port promotion, trade development, and trade research program. In addition, through its Traffic Management section, it seeks to maintain the port's competitive position in relation to other ports as to freight rates and charges of all types of carriers. The work of the four sections of the Port Commerce Division which are charged with these individual assignments is described in greater detail in this leaflet.



The New York-New Jersey Port District is an area of 1500 square miles with 650 miles of water-front.

Port activities provide economic support for one out of every four of the 13,000,000 people who live in the Port District.



# TRADE DEVELOPMENT OFFICES

Gerard G. Gorman  
*Trade Development Manager*

The Port Authority Trade Development Offices are prepared to furnish a wide range of services to export-import shippers and others engaged in international trade. The staffs of these offices maintain regular personal contact with port users and prospective users in their respective territories and provide up-to-the-minute information on transportation services and facilities for handling overseas commerce. They are prepared to advise on routes, packing, mixed carload delivery, water, rail, truck and air rate information, customs and inspection services and a host of other related details connected with international trade.

Most important of these services, however, is

the advice and information to shippers on how to save time and money by routing cargoes via the Port of New York. In addition to their direct calls on port users, the trade development representatives make frequent appearances before trade and commerce groups in their respective territories and regularly attend trade meetings in order to maintain close contact with the foreign trade shipping community. In addition to the valuable services to exporters and importers, Trade Development Offices act as clearing houses for Port of New York information. The seven Port Authority regional Trade Development Offices are listed below.

## TRADE DEVELOPMENT OFFICES AND AREAS SERVED

### WASHINGTON

Lloyd L. Harvey, Manager  
1001 Connecticut Ave., N.W.  
Washington 6, D. C.  
Sterling 3-5450

District of Columbia, West Virginia, Virginia, North Carolina, South Carolina, Tennessee, Maryland, and southern and western Pennsylvania

### LATIN AMERICAN

Joseph N. Marcal, Jr., Manager  
Caixa Postal 5207  
Rio de Janeiro, Brazil  
Cable: NEWAUTHORITY  
Rio de Janeiro

Brazil, Argentina, Uruguay, Colombia, and Venezuela

### LONDON

Charles S. Devoy, Manager  
130 Fenchurch Street  
London, E.C. 3, England  
Cable: NEWTHORITY — London

British Isles, Spain, Portugal, Norway, Sweden, and Finland

### CONTINENTAL

Carl J. Barfoed, Manager  
Zellerstrasse 61, Zurich 2/38  
Switzerland  
Cable: NEWAUTHORITY — Zurich

France, Switzerland, Western Germany, The Netherlands, Belgium, Italy, Denmark, and Austria

### EASTERN

George Gundersen, Manager  
32 Broadway  
New York 4, New York  
Bowling Green 9-2285

All New England, eastern New York, New Jersey, Delaware, and eastern Pennsylvania

### CHICAGO

David E. Howland, Manager  
Prudential Building  
Chicago 1, Illinois  
Central 6-0075

Colorado, Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, Wisconsin, and parts of Kentucky and Michigan

### CLEVELAND

Howard F. Lemmon, Manager  
Terminal Tower Building  
Cleveland 13, Ohio  
Main 1-3188

Entire state of Ohio, parts of Michigan and Kentucky, western New York, western Pennsylvania, and the Province of Ontario in Canada



The Chicago Trade Development Office in the Prudential Building serves shippers in fourteen Midwestern states.

The Eastern Trade Development Office located in downtown Manhattan, the heart of the Port of New York Foreign Trade Community.





# PORT PROMOTION

Robert F. Unrath  
*Port Promotion Manager*

In order to acquaint exporters and importers in the United States and abroad with the transportation facilities and auxiliary services available at the Port of New York, the Port Authority's Port Promotion Section utilizes all types of media, including advertising, direct mail and visual aids. As part of its regular port promotion program, the Authority publishes an illustrated monthly commerce magazine, VIA PORT OF NEW YORK, which is distributed to 17,000 executives in the United States and abroad, who are actively engaged in foreign trade and transportation. A direct mail program highlights new transportation developments at the port which mean savings in time and money to the shipper of overseas freight. A news letter covering international business conditions in Latin American countries is published and mailed to officials of firms in the United States and Canada who are engaged in business in those countries. Periodic bulletins are issued when export-import regulations are modified.

In 1956, a program of port advertising in selected United States and overseas trade publications was inaugurated by the Authority. Port of New York advertisements call the shippers' attention to the port's superior transportation services and resulting savings in time and money.

Visual aids are used extensively in the Authority's program. A sound-color motion picture is distributed in five languages for showings before groups of international traders. Widespread use is made of filmstrips, exhibits and window displays. Harbor tours for trade groups and inspection trips of port installations are arranged as part of the program.



## TRAFFIC MANAGER

Edward K. Laux  
*Traffic Manager*

The Port Authority Traffic Manager has the responsibility of keeping the transportation rates and charges for the Port of New York District on a competitive basis with those of other North Atlantic ports. To accomplish this, the Traffic Manager and his staff represent the Port Authority as expert witnesses at conferences, hearings, and proceedings before regulatory agencies, such as the Interstate Commerce Commission, and at meetings with carrier groups.

This section prepares testimony and oral arguments for presentation in connection with transportation hearings on behalf of the Port of New York and the Port Authority. It maintains continuing contact with the progress of rate adjustments and transportation proceedings to determine their effect on the bi-state Port of New York District.

The Traffic Manager and his staff analyze proposals for changes in rates and regulations, attend public hearings before carrier rate-making bureaus and analyze proposals and complaints of transportation groups submitted to regulatory agencies. During the past five years the Port Authority Traffic Manager and his staff have participated in forty-one cases before the Interstate Commerce Commission, the Federal Maritime Board and other regulatory agencies.

In recent years, this staff has been successful in secur-

ing the equalization of ex-lake grain rail rates via New York with those applicable through Baltimore; it has fought the imposition by the railroads of extra charges for unloading fruits and vegetables; and has succeeded in eliminating arbitrary "plus" charges assessed on export-import traffic by over-the-road motor carriers.

## TRADE RESEARCH & ANALYSIS

Jerome Gilbert  
*Trade Economist*

The Port Authority Trade Economist and his staff perform responsible technical work in the analysis, interpretation, and evaluation of economic statistical and technological data on developments and trends in foreign and domestic commerce.

These analyses are based upon the development of long-term economic trends; preparation of supply and demand outlooks; studies of levels and patterns of consumption; evaluation and interpretation of developments in the fields of regional, national, and foreign commerce; contacts with international, governmental and trade sources, and consultation with economic and industry experts.

From these findings, economic reports are prepared on specific commodities, geographical areas, and port facilities. The reports serve as blueprints for port promotion, planning, development and protection. In addition, the group is responsible for the analysis of foreign trade policy proposals which affect the commerce of the port.





## THE PORT OF NEW YORK AUTHORITY

111 Eighth Avenue, New York 11, N. Y.

THE PORT OF NEW YORK AUTHORITY is the self-supporting corporate agency of the States of New Jersey and New York. Operating without burden to the taxpayer, it was created in 1921 by treaty between the two States to deal with the planning and development of terminal and transportation facilities, and to improve and protect the commerce of the Port District.

Port Authority Commissioners, six from each State, are appointed by the Governors of New Jersey and New York. They serve without pay for terms of six years.

### COMMISSIONERS

#### *New Jersey*

Donald V. Lowe,  
*Chairman*  
Horace K. Corbin  
Jess Harrison Davis  
Dow H. Drukker, Jr.  
James C. Kellogg, III  
Thorn Lord

#### *New York*

Howard S. Cullman,  
*Honorary Chairman*  
Eugene F. Moran,  
*Vice Chairman*  
S. Sloan Colt  
Charles S. Hamilton, Jr.  
Chas. H. Sells  
N. Baxter Jackson

Austin J. Tobin, *Executive Director*

Roger H. Gilman

*Director of Port Development*

### PORT AUTHORITY FACILITIES

New York International Airport  
La Guardia Airport  
Newark Airport  
Teterboro Airport  
Port Authority-West 30th Street Heliport  
Port Newark  
Port Authority Grain Terminal  
Union Railroad Freight Terminal  
New York Union Motor Truck Terminal  
Newark Union Motor Truck Terminal  
Port Authority Bus Terminal  
Hoboken-Port Authority Piers  
Brooklyn-Port Authority Piers  
Holland Tunnel  
Lincoln Tunnel  
George Washington Bridge  
Bayonne Bridge  
Goethals Bridge  
Outerbridge Crossing

### TRADE DEVELOPMENT OFFICES

EASTERN—32 Broadway, New York 4, New York  
CHICAGO—Prudential Building, Chicago 1, Illinois  
CLEVELAND—Terminal Tower Building, Cleveland 13, Ohio  
WASHINGTON—1001 Connecticut Ave., N.W., Washington 6, D. C.  
LATIN AMERICAN—Caixa Postal 5207, Rio de Janeiro, Brazil  
LONDON—130 Fenchurch Street, London, E. C. 3, England  
CONTINENTAL—Zellerstrasse 61, Zurich 2/38, Switzerland